

ORDER



Orders
Order / Rev: 64588
Alt Order #: 09838201
Product Desc: RAND PAC
Estimate: 2852
Flight Dates: 10/10/12 - 10/15/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: RAND Reinventing a New Direction P/...
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	12	\$14,480.00	\$12,308.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$14,480.00	\$12,308.00	0.00
Totals	12	\$14,480.00	\$12,308.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	42%	\$14,480.00
Market	100%	\$34,476.19

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	2%	\$689.52
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	39%	\$13,445.71
WJXX	0%	\$0.00
WTLV	17%	\$5,860.95

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/10/12	10/15/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	M-WTF--	1:00	4	\$320.00	P-1	0.00	NM	4	\$1,280.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	M-WTF--			4			\$320.00		0.00			
2	WTEV	10/10/12	10/15/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	M-WTF--	1:00	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	M-WTF--			4			\$1,600.00		0.00			

